File #: 20-0025, **Version:** 1

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 12-30-19

Requesting Agency: Technology Services
Division:

Subject Matter Expert Name:

Name: Joe Saporito
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Item Title & Description:
(Do not delete the following instructions)
*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

*Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.*

A resolution approving a proposed Second Amendment to On Call Technology Services Agreement between the City and County of Denver and AOR, Incorporated to extend the term and increase the maximum contract liability to provide marketing services.

Amends a contract with AOR, Inc. by adding $1,170,000 for a new total of $2,000,000 and two years for a new end date of 12-1-22 for on-call consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, citywide (TECHS-201738497). The last regularly scheduled Council meeting within the 30-day review period is on 2-10-20. The Committee approved filing this item at its meeting on 1-7-20.

Affected Council District(s) or citywide? Citywide

Contract Control Number: TECHS-201738497

Vendor/Contractor Name (including any "DBA"): AOR, Inc.

Type and Scope of services to be performed:

Denver Marketing and Media Services (DMMS) conducted an RFP process in 2017 to establish multiple contracts with suppliers that will provide consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for all City Department's programs, projects, events, and Citywide priorities. As this was the first time DMMS facilitated a procurement process of this nature, there was limited information available to establish individual contract maximums. Due to multiple City Agency requests as well as complex, multiyear marketing projects and campaigns, the current contract maximum is insufficient. The additional $1,170,000 is estimated to be sufficient to be able to complete any future marketing projects throughout the duration of the contract.

Some examples of completed projects and/or projects in the queue:

- Denver Census 2020 Awareness Campaign
  - AOR has been working with the Denver Complete Count Committee to create creative materials that complement the Federal Census Bureau's 2020 Census marketing materials, built for a Denver audience. They created a media and marketing communications plan to target Denver to drive awareness, educations and the benefits of a complete count of all Denver residents. They will continue this work into the second quarter of 2020.
- Clerk & Recorder (Denver Elections Division) - Multiple campaign support
  - Beginning with the 2018 General Election (November 2018), the Primary Election (June 2018), AOR is continuing to provide creative support and direction for how Denver communicates the importance of each major election.

In 2019, they created the creative, and the communications and media plans for the 2019 Municipal Election and the most recent School Board Elections this past November. These campaigns increase Denver's voter participation rate and educate residents where to go for election related information, regardless of party affiliation.

Location (if applicable):

WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):

Are WBE/MBE/DBE goals met (if applicable)?

Is the contract new/a renewal/extension or amendment?

Was this contractor selected by competitive process or sole source?
Competitive process
For New contracts
Term of initial contract:

Options for Renewal:
How many renewals (i.e. up to 2 renewals)?
Term of any renewals (i.e. 1 year each):

Cost of initial contract term:

Cost of any renewals:

Total contract value council is approving if all renewals exercised:

For Amendments/Renewals Extensions:

Is this a change to cost/pricing; length of term; terms unrelated to time or price (List all that apply)?

If length changing

What was the length of the term of the original contract?

Three years

What is the length of the extension/renewal?

Two years

What is the revised total term of the contract?

Five years

If cost changing

What was the original value of the entire contract prior to this proposed change?

$830,000

What is the value of the proposed change?

$1,170,000

What is the new/revised total value including change?

$2,000,000

If terms changing

Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)